

NAME

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OBJECTIVE

A senior management role in sales, and/or merchandizing functions with a growth-oriented, food and agribusiness company; where my strong business acumen, ability to organize and implement, as well as, developing and managing people - can help create and drive industry leading sales and profits.

SUMMARY OF QUALIFICATIONS

Over 24 years of accelerated general management experience in the Agri Input/Drip, Sprinkler/Farm Machinery/ Retail/Fertilizer and food processing industries having directly led a team of over 32 associates and budgets in excess of \$15 million (Rs.115 Crores). Responsibilities include key business functions at a senior level: sales, marketing, vendor relations, I.T., H.R., strategic planning and business process design. Core strengths are people development, relationship and change management, Agribusiness Start-ups ecosystem and Digital Marketing, while driving business strategy towards set targets. A focused problem-solver who takes initiative to create best in class practices, successfully completing all responsibilities. A highly energetic, detail-oriented executive with strong follow up skills and a sense of positive urgency.

PROFESSIONAL EXPERIENCE

The Maharashtra Agro Industries Development Corporation Ltd, Mumbai, India, Nov 2010 – Present

(i) Dy. General Manger (2017-Present): Head of the farm machinery division for supply individual distributors/dealers working with key manufacturer suppliers, such as, Tractors, Power Tillers, and OEMs of different farm machinery. Grew the farm machinery division to 5X in revenues having accumulated a list of different govt sectors and private open market dealers. As the Head of Department co-ordinating with 13 Regional Managers to delegate responsibilities and ensure that all aspects of the company are running efficiently.

(ii) Regional Manager (2013-2017): Responsible for the sales of all five divisions like fertilizers, farm machinery, pesticides, animal feed and processed food- NOGA business. Directly managing all divisions and categories with a team of 5 associate business managers and 165 supply chain specialists' dealers. Managing a business of \$13-15 million every year (Rs.100-115 Cr.) In addition, managed all business information planning & reporting services leading a team of 5 category analysts. Built the MAIDC brand, which generated \$20 million in year one from 45 items.

(iii) Manufacturing Unit Head (2012-13): Successfully completed production of 18,000 MT of Mix fertilizer grade at Fertilizer Manufacturing Unit. This is distributed over all the state thru different dealers. Responsibilities included all aspects of setting up operations. Achieved first year targets of production, which created \$5 million (Rs.32 Cr.) in new revenue.

(iv) Manager (AE)- (2010-2012): Managed the sourcing, pricing, promotions & merchandising of all farm machinery products & categories including all Tractors and Power tillers for Supply in the State Govt. Led the effort to build two new online e-tendering programs for the private business. Managed a business in excess of \$26 million (Rs. 198 Cr.) with 12 deputy managers as direct reports.

Responsible for building sales strategy and plans/reviews to aid in the whole state to Govt Supply of farm machinery. Worked across all agriculture input categories to define opportunities for pricing, promotions, assortment and merchandizing.

Kirloskar Brothers Ltd. (Agricultural Pumps Division), Pune & Mumbai Division- Jan 2007– Nov 2010.

Associate Business Manager: Planned, developed, executed, and run direct-to-dealer business for company, producing Rs.50 cr in sales revenue at 15% net margin in the first year. Built and managed a team of 17 people for this business function, creating an independent operating infrastructure for this venture.

Dura-Line Industries Pvt. Ltd., Apr 2006 to Dec 2006.

State Head for (Maharashtra) Retail Sales: Established distributor's network and Sales of Agricultural Sprinkler Irrigation (HDPE Pipes) Business in the State of Maharashtra. (Sales of Rs. 7 Cr.)

Finolex Industries Ltd., Pune, May 2002 – Mar 2006.

Area Sales Manager – Sales Planning & Business Development: Reporting to company State head, directly responsible for the functions of strategic planning, dealer appointment and business development as part of the company's core sales team. Sales of Rs.15-25 Cr every year.

Netafim Irrigation Ltd., Feb-1999 – April 2002

Senior Sales Engineer – Responsible for the New Product demonstration, Dealer appointment and Retail Sales of Drip Irrigation Equipment. Multinational Corporation from Israel. Sales of Rs. 18-20 Cr. every year. Sales planning, managed all aspects of business, budgeting & forecasting for all cost & profit. Achieved 100% of performance-based bonus by returning increase in company sales. Region– Western Maharashtra- (i) Sangli (ii) Satara (iii) Kolhapur.

Patil Engineering, June 1998 -Jan 1999. (Pune- Region)

Sales Engineer: - Selling KSB water pumps for the Real Estate Customers in Pune City. (Sales Rs.2 Cr)

EDUCATION, COMPETENCIES, CERTIFICATIONS & AFFILIATIONS

B.Tech. (Agri. Engg.) :- Drip Irrigation, Farm Machinery, Fertilizers-Agri Input and Food Process Products Marketing & Distribution, Marathwada Agricultural University, Parbhani (M.S.)

M.B.A. in Marketing, YCMOU, Nashik (M.S.)

Digital Marketing– Completed course on Digital Marketing from ILH, Digital Scholars, Learn Today, FB ads, YouTube Content watch time 12000 hrs, with 5.5k Subscribers, Agribusiness, Food and Grocery FMGC Business.

Success Gyan Academy: - Completed Course on personal development from world class trainers.

Trainer Mastery Program: - 3 day Intensive with Blair Singer and 3 months Public Speaking course.

Millionaire Mind Intensive: - Learned 3 day Intensive with 5 Master Trainer.

Super Growth Summit:- Character Redefining-Current and New Character.

Digital Master's Conference: -Digital System setup for Lead Generation, Sales webinar, digital automation and scaling.

Startup Courses:- by OYO founder Riteish Agrawal and WhiteHat Junior founder Karan Bajaj

Beej :-Startup Incubation by Govt of India ICAR/ IARI-one week course completed.

Online Courses:- Food and Agribusiness, 45 recorded videos with 15 hours of digital business learning.

Webinars- 50 online workshops with 1500 students coaching. 10 FB Lives and 112 YouTube videos & more than 3.6 lac views.

Digital Leader- Creative, Content Creator, Copy Writer, Self-Reliant, Fixed on Goal, Fast Implementor, ROI, Persistent, Essentialist, Spiritual, Clutter free, Responsible.

Applications Software & App: SAP, Tally-Accounting, MS office, PPTs. Uber of farm machinery.

Awards:- Won Cash Prize of Rs.51000 in year 2007-08 for 100% achievement of set sales target. Recognized by Finolex Plastro for generating business in 2003. Holds the distinction of achieving target of 125% in 2001, thereby winning good incentives. Expanded business to Marathwada Region; attained 5% escalation in market share.

Recognition:- Jan'07-Nov'10 with Kirloskar Brothers Ltd., Pune & Mumbai as Associate Manager-Sales (Agri-Segment), Led a Sales Team of 7 members, guided & supported them on matters related with, Sales Planning, Execution, Marketing & Sales Promotion, Channel Management. Delivered trainings to team on product knowledge and helped them to achieve the sales targets, appointed 65 channel partners and trained them. Generated 18% escalation in business and 10% growth in profitability, Developed new market for the Agri pumps and increased market share by 3%.